

# IMPACT REPORT 5 YEARS STRONG

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odgers RBI (Reviving Baseball in Inner Cities) is a baseball and softball youth development program of the Los Angeles Dodgers Foundation (LADF) that aims to: increase participation in the sport and use sports participation as an engagement tool to increase access to education, literacy, health, wellness, and recreational resources in underserved communities. Dodgers RBI is bigger than baseball and focuses on youth development as it engages communities and families in programming.

# **PROGRAM GOALS**

2018 DODGERS RBI

**AFFILIATE PARTNERS** 

1) To increase participation and interest in baseball and softball among under resourced youth with an emphasis on increasing participation amongst African American youth, girls, and youth ages 13-18.

2) To use the sport as an engagement tool in order to increase access to educational resources and increase positive attitudes toward educational opportunities among program participants.

3) To use the sport as an engagement tool in order to increase access to health resources and increase positive attitudes towards exercise and healthy habits among program participants.

4) To provide a safe and fun atmosphere for play while promoting positive character development among program participants.

# **AFFILIATE PARTNERS**

Each year, municipal recreation departments and nonprofit organizations apply to be a Dodgers RBI Affiliate Partner. Dodgers RBI Affiliate Partners facilitate the day to day operations of the youth baseball/softball league and receive the following support from LADF.

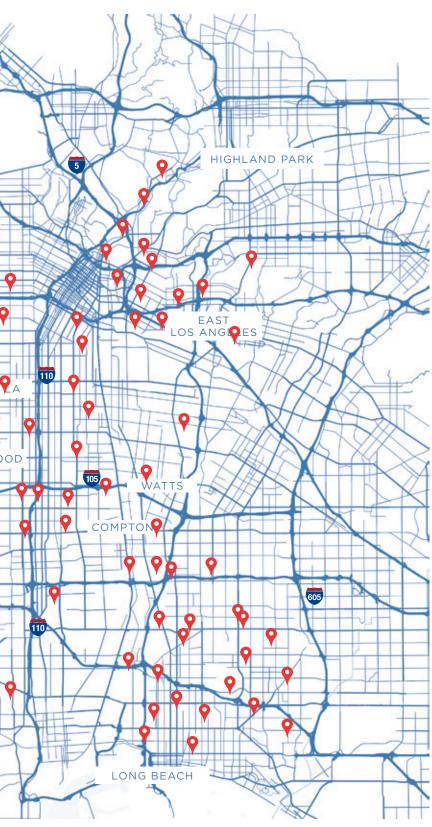
# RESOURCES

- Uniforms for every player: home and away jerseys, pants, socks, hats/visors, and practice t-shirts
- Equipment kits for every team, including gloves, bats, tees, catcher's gear, baseballs and softballs
- Branded polo for each coach
- Live workshops and skills training for coaches
- Grants to offset umpires and field maintenance costs
- Online registration & data collection tool
- Marketing and recruitment support: fliers, banners, email and text messaging
- LADF staff support
- Access to education and health resources for youth and families: college tours, eye screenings/exams/glasses, financial literacy seminars and fitness clinics



# 10 SOUTH NGLEWOOD HARBOR CIT Neighborhoods Served

COMPTON, EAST LOS ANGELES, HARBOR CITY, HAWTHORNE, INGLEWOOD, LONG BEACH, LYNWOOD, NORTHEAST LOS ANGELES, SOUTH LOS ANGELES, WATTS





DODGERS RBI LOCATION





n 2013, LADF commissioned a study on youth baseball access and participation in Los Angeles. This assessment helped inform the current Dodgers RBI (Reviving Baseball in Inner Cities) program and the resources it provides. Significant barriers to youth baseball and softball participation in South Los Angeles included: poor quality fields, a lack of quality coaching, high enrollment fees, high costs for appropriate equipment, and limited resources for agencies facilitating recreational programs. When Dodgers RBI was deployed

in 2014, LADF targeted communities that presented the most significant need; creating access to the sport for those who otherwise would have none. Using sports participation as an engagement tool, Dodgers RBI continues to provide access to educational and health resources to children and their families at no cost. The original goal was to grow to serve 10,000 youth in 5 years. Since its inception in 2014, Dodgers RBI has grown each year while remaining focused on quality and positive youth development.

In 2018, LADF provided resources and programming for 10,000 youth across 69 locations, including three public housing developments. 9,300 youth completed the program.

**54.9%** Average Growth Each Year

# 2018 PARTICIPANT DEMOGRAPHICS

# 70%

OF PARTICIPANTS MEET ELIGIBILITY REQUIREMENTS FOR FREE AND REDUCED LUNCH

RACE

LATINO	64.38%
DECLINE TO STATE	12.52%
BLACK	12.44%
2 OR MORE RACES/ETHNICITIES	3.98%
WHITE	2.55%
OTHER	1.95%
ASIAN	1.23%
NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER	0.59%
NATIVE AMERICAN	0.36%

# AGE

5-8 YEARS OLD	41.04%
9-12 YEARS OLD	39.78%
13-18 YEARS OLD	18.83%

# GENDER

	2014	2015	2016	2017	2018
MALE	66%	70.7%	74%	72%	69.4%
FEMALE	34%	29.3%	26%	28%	30.6%



# GIRLS PARTICIPATION

2014	2015	2016	2017	2018
638	778	1,226	2,068	2,831

92

SOFTBALL TEAMS IN 2018

# **49%** Average growth per year

odgers RBI girls have the choice to play either baseball or softball. Since 2016, LADF has placed emphasis on growing girls' participation in the sport and worked to create more girls softball teams throughout the program, creating more opportunities to play.

Recruiting women coaches can play a key role in encouraging girls to play. **In 2018, 160 of our coaches were women.** Dodgers RBI will continue

to grow our women coach volunteers to be more reflective of girls' participation in the program.

"I play softball because it is a way for me to bond with girls my age. I also fell in love with the sport. I like the fact that you can always learn something."

-Myla Thomas, MLB Youth Academy, Compton

# 2018 BY THE NUMBERS





The following program elements are offered to Dodgers RBI Players at no cost to families. All program elements fall under the broader LADF pillars of Sports + Recreation, Education + Literacy, and Health + Wellness.



# TEAM TRAINING & DEVELOPMENT SERIES PILOT

n 2018, LADF partnered with E|L1, a new youth sports platform designed to enhance existing leagues, provide consistent instruction and offer a positive training experience for kids. Four Dodgers RBI locations received an innovative and intensive coach and player development series that was incorporated into each team's schedule for eight weeks. Facilitated by E|L1, the bi-weekly sessions partnered professional baseball and softball coaches with Dodgers RBI coaches and their teams to emphasize fundamentals and improve confidence, skills, and interest in the game. LADF aims to expand this series to more locations in the coming years.

# COACHES TRAINING

Powered by Positive Coaching Alliance and E|L1, coaches trainings teach novice to experienced volunteer coaches positive approaches, philosophies, and drills that equip them for their season.

- 4 Coaches Trainings in 2018
- 2018: 96.3% of coaches reported that the coaches training helps them become better coaches.

**1,202** Total coaches trained since 2015

# YOUTH PARTICIPANT OUTCOMES

66%	reported an increase or maximum interest in the sport
65%	reported an increase or maximum level of self-confidence
73.5%	reported a positive relationship with their coach
50%	reported an increase or maximum confidence level when batting
46%	reported an increase or maximum confidence level when fielding a baseball/softball

"Everything was right on the money; all the important drills have been presented. Excellent job by staff in helping every coach and parent to better their children and give them a bright future."

-Dodgers RBI Coach, Pecan Recreation Center

# YOUTH CLINICS

Each Dodger Day Community Festival features a baseball/softball youth clinic focused on fundamentals of the game, facilitated by E|L1 and Dodger Alumni.

- Average youth participation: 96
- 6 Clinics in 2018
- Total participation since 2016: 2,085

# POSITIVE COACH OF THE YEAR

In partnership with Positive Coaching Alliance, the Dodgers RBI Positive Coach of the Year award recognizes five coaches who made a positive impact on the lives of players both on and off the field.



# MLB RBI WEST REGIONAL TOURNAMENT

Each season Dodgers RBI hosts a tryout for baseball and softball ages 13-18 to play on the Dodgers RBI Regional Team. Dodgers RBI is represented by three teams (Baseball Ages 13-15, Baseball Ages 16-18, and Softball Ages 13-18) in the West Regional Tournament and competes against other MLB RBI programs for the chance to compete in the MLB RBI World Series.

THIS YEAR'S DODGERS RBI SOFTBALL TEAM EMERGED AS THE BEST IN THE WEST AND ADVANCED TO THE MLB RBI WORLD SERIES IN MINNESOTA.

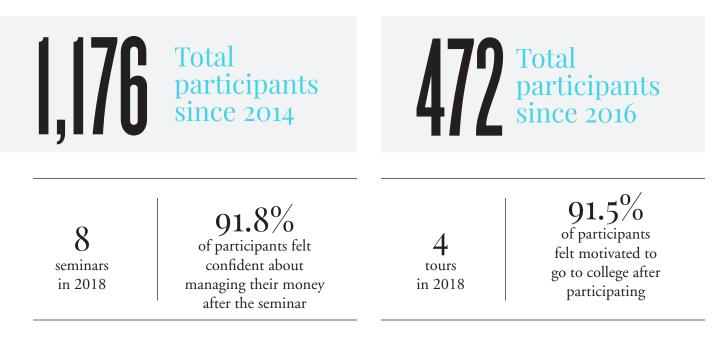
# **EDUCATION** + LITERACY

# FINANCIAL LITERACY SEMINARS

Each year, Bank of America delivers its signature "Better Money Habits" seminars to Dodgers RBI youth and families. Seminars included strategies for saving for college and financial aid.

# **COLLEGE ACCESS TOURS**

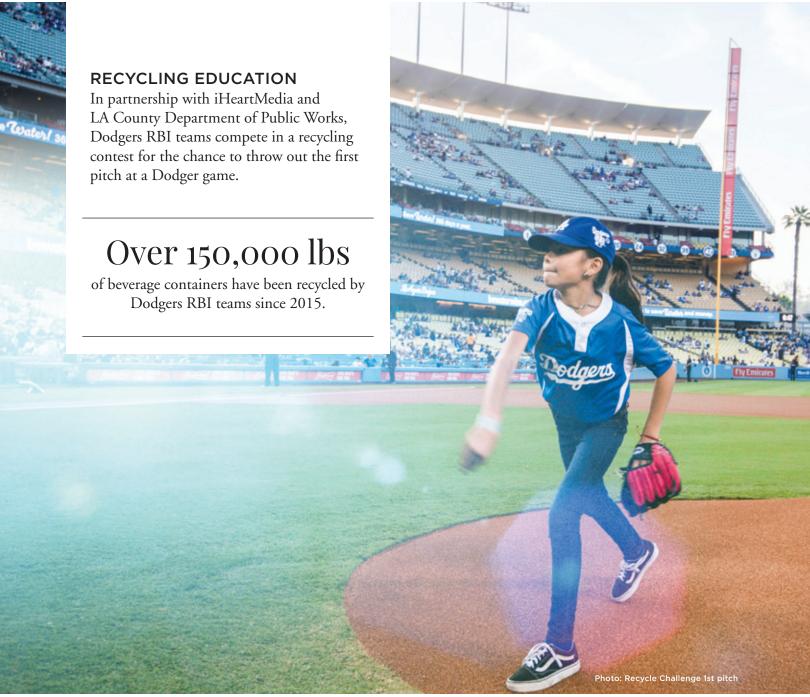
In partnership with California State University, Northridge, California State University, Los Angeles, Pepperdine University & University of Southern California, Dodgers RBI conducts college access tours for players ages 13-18. Players learn about applying to college, scholarships, financial aid, collegiate athletics, and careers in sports.



"This event was very helpful and made me realize how important it is to start saving for my son's education. It also taught me different techniques to save money and manage my money better daily and in the future."

-Dodgers RBI Parent





# **BILINGUAL READING SUBSCRIPTION**

Each Dodger Day Community Festival features Read Conmigo. Read Conmigo provides free bilingual book subscriptions to children to improve literacy among youth.



"Dodgers RBI opens [youth's] eyes to opportunities and exposes them to a mentality that values education in addition to sports."

- Dodgers RBI Parent, Rogers Park



# HEALTH + WELLNESS

# **FITNESS CLINICS**

Powered by the Lakers Youth Foundation, Dodgers RBI hosts fitness clinics for Dodgers RBI players. Each clinic teaches players unique exercises and features nutrition education.

6 clinics in 2018

96.9<sup>%</sup> of participants felt motivated to exercise and eat better after participating

# **1393** Total participants since 2017

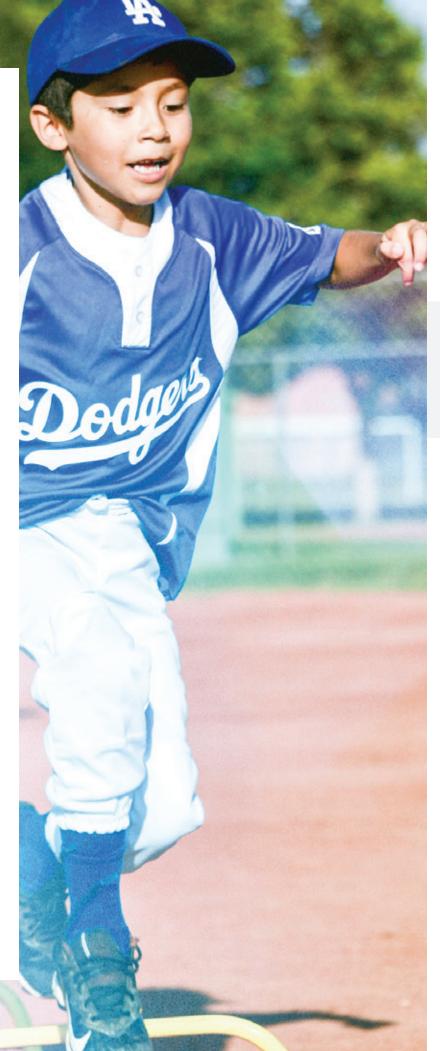
Average participation per event: 107

# **VISION TO LEARN**

In the last five years, Vision to Learn has provided free vision screenings to over 2,500 Dodgers RBI Players and provided free glasses to those who need them via their mobile clinic.

# HANDS ONLY CPR

American Heart Association volunteers and staff taught more than 800 Dodgers RBI players the lifesaving skill of Hands-Only CPR in 2018.



# SPECIAL EVENTS

# **PLAYERFEST**

Each year players and their families enjoy a festival at Dodger Stadium that features stadium tours, running the bases, Dodgers Alumni autographs, fun inflatables, games, rock walls, and free health and education resources.

# **10,772** Total participation since 2014

## DODGER DAY COMMUNITY **FESTIVALS**

Dodger Day Community Festivals sponsored by ARCO bring LADF, program partners, and community members together to celebrate the Dodgers RBI season and create access to multiple free health, wellness, education and literacy services.

In 2018, Dodgers RBI hosted six regional festivals throughout the entire Dodgers RBI zone. Players and their

families accessed free community health, wellness, education, and literacy services from the following:

- LA Reads
- Read Conmigo
- Cedars Sinai Coach 4 Kids
- Vision to Learn
- American Heart Association
- Los Angeles Police Department
- Long Beach Police Department
- Los Angeles Sheriff's Department
- Inglewood Police Department
- El Camino College

# SPECIAL OPPORTUNITIES

## **Field Trips**

Each year players are given the opportunity to take educational field trips. In 2018, players visited the Los Angeles Zoo.



## **Baseball and Softball Clinics and Camps**

Throughout the season, various baseball and softball related clinics and camps are offered to players. This year, players participated in MLB Baseball and Softball Breakthrough Series, MLB Baseball and Softball Elite Development Invitational, MLB Trailblazer Series, Rod Dedeaux Foundation Clinic, and more!

"It's amazing to see the new parents perk up and pay attention when we mention all the fantastic special events and programs offered by Dodgers RBI. They thought they just came out to hear about baseball, and all of a sudden, there is opportunity for free health checks, education/literacy program, money habits seminars, Dodger Days, and Playerfest."

-Dodgers RBI Afilliate Partner Staff, Jesse Owens Park

# YOUTH DEVELOPMENT THROUGH SPORT

# LADF believes in the power of sports to change lives and develop life skills.

Each year, Dodgers RBI implements a full program measurement and evaluation process. This system is multifaceted and directly informs LADF and partners of best practices, as well as, the impact made in communities and in participants' lives.

# **2018 OUTCOMES**

73%	of players felt supported by the adults, coaches and mentors in their program, building strong systems of Social Support
62%	of players reported an increase or maximum level of understanding in Teamwork
87%	of players reported that they find the sport to be fun and want to continue playing
70%	of players reported an increase or maximum level of understanding in Sportsmanship
74%	of players reported an increase or maximum level of self-confidence
81%	of softball and baseball players reported an increase or maximum level of Interest in the sport
68%	of players reported an increase or maximum level feeling of Safety in their local park

n 2018, Dodgers RBI partnered with Hello **Insight** to pilot their Sports tool. Hello Insight develops multiple youth survey tools to help organizations evaluate social and emotional learning (SEL) amongst their youth. The more SEL capacities built by the program, the better equipped the youth will be to become resilient adults. The sports tool was administered to Dodgers RBI players ages 9-18 at seven pilot locations. Dodgers RBI players were able to reflect on the quality of their experiences and Hello Insight provided analysis on what SEL capacities are nurtured by the program. Many key insights were gleaned from the analysis and affirmed qualitative data collected in 2018. For example, across programs softball players made relatively more gains in social connections than similar aged boys in baseball. This affirms the many positive quotes and anecdotes we received from softball players that place emphasis on teammates and friendships.



# VOICES OF THE COMMUNITY

# ON THE GROUND AT LINCOLN PARK **RECREATION CENTER**

An interview with Clemente Arrizon from Lincoln Park **Recreation Center** 

ach year LADF staff conducts interviews with each location's affiliate partner staff. The goal of the interview is to troubleshoot issues with program implementation and to learn about the impact of the program at the park. The following is an excerpt from the interview with Clemente Arrizon, Coordinator at Lincoln Park Recreation Center, located in the Lincoln Heights Neighborhood. Lincoln Park Recreation Center implemented Dodgers RBI for the first time in 2018.

### Tell us about the interest of baseball and Softball at your park:

This park has always been interested in baseball, but at our park, baseball costs \$65 dollars back in the day; which isn't affordable for all families. The average family size here is six. Our interest has increased, though, because of the Dodgers RBI program.

### What about the Dodgers RBI program has helped interest in the sport?

Just the price and making it more affordable. Now families can enroll all their kids and no one has to be forced out. We are getting more kids that are new to the park and they are local kids. Another thing that really helps is the brand. Everyone loves the Dodgers. Before RBI everyone wanted to be on the Dodgers, so now everyone has that chance. It helps us create a beautiful sense of community. This has really brought people together at this park. The more we can get families and kids involved here, the more people are learning to respect the park and respect the sport. We had a single mother with six kids and Dodgers RBI gave us the opportunity to enroll all six kids. I asked a local car club to sponsor the extra five kids and within an hour, they brought a check of \$125 for these kids. This happens more often, than people think

I hope it'll peak their interest.

What about coaches? Have you seen anything change with coaches? Our program has always struggled with a sort of 'machismo' with our coaches. Our program was becoming too competitive and was a negative experience for our kids. Having everyone under Dodgers RBI with the same uniform has built a sense of community for us. A lot of the coaches that were just wanting to win all the time, they're gone. We're preaching a different message now with Dodgers RBI. A lot of the programming that comes with the program helps the community realize that it's not all about winning. I've even had to ask some coaches to stop coaching because they didn't get what we were trying to do here.

What about softball? The same thing. Softball has increased this year, though. The interest in softball is there now. We're going to increase from 3 teams to 6 teams.

### How do you think participation in the sport is helping youth in your community?

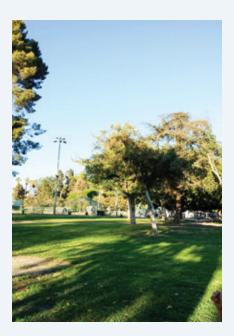
Kids are making a real effort to play. I had one kid who sold 25 candy bars so that he could play this year. We covered his registration but I wanted to help him learn a lesson about effort. So throughout the season he sold candy bars to the community to help teach him about responsibility. You know, things like that, when kids are really bought in to something they put in a lot of effort and can learn about responsibility and confidence. We want to get more kids involved and grow our program. When the park is packed, the park is safe and I really believe that parks should be a safe place.

Can you share any other stories about kids who are learning or gaining something from playing sports? I had a young man who played baseball here go

### Has there been any changes to your baseball and softball program since it became a Dodgers RBI program?

One thing that I did new this year is name our teams after universities. Now that everyone has a Dodgers uniform we started naming our teams UCLA, USC, Notre Dame, Harvard, etc. It is planting a seed for the kids to start thinking about college. Kids might not even have thought about college but if their team is named after a college,

through some hard times. During his baseball season, his mother passed away. I got the call from his grandma during one of his practices and she was coming to pick him up. I brought him to the office with his grandma and we were able to talk together. The young man was sad, obviously. He cried but before he left to go be with his grandma, I told them to come back to the practice and games. There's a lot of gangs in our neighborhood, and I knew that this kid needed to stay involved. The team, the coach and the structure helped him get through a hard time and stay safe. The park became his second home and it really, in my eyes, saved his life. I think that the Dodgers Foundation, the Dodgers Organization, all these sponsors...they really need to know that. I know they like to cut a check and help communities but they need to know that they are saving lives. I want to let them know that. You drive by from Monday to Saturday and the entire park is Dodger blue. The department of recreation and parks and management believe in me. With their support and Dodgers RBI we save lives, guide kids to college and make our community safer. But most importantly, Dodgers RBI gives us the opportunity to turn the T-ball and Coach pitch players into responsible teens and it gives the minors, majors, juniors baseball and girls softball players the opportunity to become responsible adults. That's our job.



# PLAYER HIGHLIGHTS



JULIEN GARCIA **Belvedere Park** 

Age 18

Cal State LA

Pitcher

fter playing three years in Dodgers RBI at Belvedere Park, Julien Garcia's next step is a dream realized. Baseball has always been a positive outlet for Julien. Growing up across the street from the park in the Nueva Maravilla Housing Community, baseball was an accessible and safe place for Julien to be active. When asked about how playing the sport has helped him, Julien replied, "When I'm playing I feel like I'm ignoring everything that's out there. It doesn't even come to your head."

Julien has found a talent and passion when it comes to baseball. He began playing at his local park at the age of eight, and realized that his talent could have an impact on his life at 12 years old. Julien credits is father as a major inspiration. "My dad would always encourage me and made me believe that I can be the best player on the field." A standout pitcher, Julien has contributed to the Dodgers RBI Regional Senior Team in two consecutive years. However, it is bigger than baseball for Julien. "I learned to be disciplined. That has followed me in my education, it's made me want to further my education and it's made me a better person." Highlighting education as a goal, Julien has successfully fulfilled his vision as not only being a great baseball player, but using discipline and hard work to earn a scholarship to pitch for the Cal State Los Angeles Golden Eagles. Sharing his experience has become very important for Julien and he hopes to serve as an inspiration for youngsters in his community. Recently on a Dodgers RBI College Tour at Cal State LA, he joined a panel to share his experience. "I'm glad to be here today because I was where you were, and if I can make it to college so can you." He added, "Seeing that kids were motivated by me, and that a kid from the same area can be something big. It's special, man." To be seated amongst college coaches, faculty, trainers, doctors, and counselors as an expert is an opportunity that would not have come without the dedication and discipline that was fostered during recreational sports participation as a youth. Julien will continue to use these skills and has set new goals for himself: to pitch in the Golden Eagles' rotation, and to maintain a 3.0 GPA.

LADF is rooting for Julien as he is currently in his freshman year at Cal State LA and hopes that more successes like Julien will be willing to engage current Dodgers RBI Players to inspire them and help make their dreams a tangible reality.

# PLAYER HIGHLIGHTS



# **DIAMOND LEWIS**

Baldwin Hills Recreation Center

Age	10
	- /

El Camino College

Shortstop

Through softball, Diamond found what she describes as her "turning point" in 10th grade. "I didn't care so much about softball. God put me in a situation where I had to fight, and my friends were not there for me. This was the biggest turning point in my life...that was the day my love and my values flipped around. From that day forward, I realize no one had my back the way softball did. Softball has shaped and formed me to who I am today, a great person on and off the field. It has brought me closer to god, understanding how to work together with others, not to be selfish... I have made more people proud and smile playing this game than ever. This forces me to stay on track."

Diamond has stayed on track during her first year at El Camino College. This year Diamond has earned 2018 NFCA Cal-JC All-American, 2018 All-SCC South Player of the Year touting a .470 AVG and led the state in doubles. More importantly, Diamond has her eyes on furthering her education. Diamond states that she would like to major in biology and work towards a career as a plastic surgeon. She currently has three division 1 universities interested in her as a student- athlete because of her play and her excellent GPA.

Diamond is an example of why LADF provides Dodgers RBI to local communities throughout

iamond Lewis has participated in Dodgers RBI for the last three years and played a major role in the Dodgers RBI Regional Softball team advancing to the World Series in 2018. Having recently graduated from Hamilton High School in 2017, Diamond now finds herself at El Camino College, still relying on the life lessons she learned while playing softball. "Growing up I experienced a lot of 'no's'. Plenty of people told me certain things that I have accomplished couldn't be done. It is rare for people with my background and my circumstances to become successful and have an impact...I have come so far from who I used to be, I used to an angry little girl. I was lost and didn't really know what to do and who to be."

Los Angeles. Surely, Diamond has excelled as an elite softball player but the life lessons that she is able to apply off the field are what youth sports participation is all about. Not all Dodgers RBI players will succeed in the same manner as Diamond, but all will have to opportunity to play and reap the social and emotional benefits of sports participation. In her own words, "In this world you are either going into a storm or coming out of one. At the end of the day all that matters is how you bounce back from it, and if you will apply everything that you have learned from your lesson, or will you crawl into a ball and wait for someone to save you. Everyone needs to be their own hero and more."

It is LADF's hope that Dodgers **RBI creates** opportunities for youth across LA to build resiliency and become their own hero and more.

# PARENT **ADVISORY TEAM**



odgers RBI recruits and engages over 300 parents in its Parent Advisory Team (PAT). PAT offers parents of Dodgers RBI players the chance to give feedback on the program and assist with community outreach.

This year PAT members participated in 2 preseason meetings and 7 midseason focus groups.

# PARENTS IDENTIFIED KEY STRENGTHS OF THE PROGRAM:

Affordability and Accessibility- "A big family can participate because it is affordable"

High Quality Uniforms and Equipment

Local Access

Free access to educational and health resources

Youth are developing positive social skills

# PARENTS IDENTIFIED KEY AREAS FOR IMPROVEMENT:

Better communication between LADF and Parents

Streamline online registration sites

Improve coach training and monitoring

Increase materials and resources for coaches

Spread out event programming for more equitable access

# YOUTH **EXPERIENCE** FORUM

For the first time in 2018, Dodgers RBI players ages 13-18 attended a special event at Dodgers Stadium where they participated in an open discussion and provided feedback about the program. Topics ranged from coaching, special events, clinics, and youth development.

# DODGERS RBI PLAYERS REPORTED THE FOLLOWING BENEFITS OF **PARTICIPATION:**

Builds confidence & mental toughness

Builds teamwork skills

Builds communication skills

# **DODGERS RBI PLAYERS** HIGHLIGHTED THE FOLLOWING **AREAS FOR OPPORTUNITY:**

More specialized clinics that focus on specific skills like pitching and catching

Increase coach supervision from administration

Provide more directed educational resources for high school youth like SAT prep



# PARTNER SPOTLIGHT



he Lakers Youth Foundation has been a partner of the Los Angeles Dodgers Foundation since 2017, sharing the mission to help the youth in Los Angeles develop their potential through the provision of positive experiences and resources in education and literacy, health and wellness, and sports and recreation. Through LADF's partnership with the Lakers Youth Foundation, Dodgers RBI hosted seven Fitness Clinics

for RBI players for the 2018 season. These Fitness Clinics were comprised of multiple stations where Dodgers RBI players actively learned new exercises and received nutritional education, all facilitated by Lakers Youth Foundation trainers and strength coaches. The Fitness Clinics continues to be the most popular Dodgers RBI event and served more than 700 Dodgers RBI players in 2018.





eginning in 2017, LADF partnered with Cal Ripken Sr. Foundation to implement Badges for Baseball. Through this partnership LADF has engaged over 100 officers from the Inglewood Police Department, Los Angeles County Sheriff's Department, Los Angeles Police Department, and Long Beach Police Department. Officers facilitated Cal Ripken Sr. Foundations' signature

game "Quickball" within each Dodger Day Youth Clinic, but the game is more than meets the eye. All officers receive a full day of training at Dodger Stadium prior to the season and learn about focusing on building relationships with local youth. This approach not only provides a fun activity at each youth clinic but helps repair contentious relationships between inner-city youth and law enforcement. Over 1,400 youth have interacted with local officers in a positive, safe environment in only 2 seasons.



# SPONSORS ACKNOWLEDGEMENT

# THE FUTURE OF DODGERS RBI

# **AFTER ACCOMPLISHING 5 YEARS** OF SUCCESSFUL PROGRAMMING, DODGERS RBI WILL CONTINUE AND FOCUS ON THE FOLLOWING

Moderate Growth

Focus on quality education, health, and recreation programming

Provide enriched player and coach development training and resources

Development of a youth leadership and college access resource for youth in middle school and high school

# **GOLD SPONSOR**



# **PROGRAM SPONSORS**

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